WHAT IS CLAIMED IS:

1. A semi-transmissive display apparatus, in which a plurality of pixels, each including a transmissive region and a reflective region, are arranged in a matrix pattern, the apparatus comprising:

a device substrate including, for each of the plurality of pixels, a transparent electrode forming the transmissive region, a reflective plate forming the reflective region, and a switching device;

a counter substrate including a common counter electrode and opposing the device substrate; and

a display layer interposed between the device substrate and the counter substrate,

wherein the device substrate is provided with a color filter.

2. The semi-transmissive display apparatus of claim 1, wherein the transparent electrode is provided closer to the display layer than the color filter so as to cover the color filter, whereas the reflective plate is provided farther away from the display layer than the color filter and the transparent electrode so as to cover the switching device.

3. The semi-transmissive display apparatus of claim 2, wherein an interlayer insulating film is provided between the color filter and the transparent electrode so as to cover the reflective plate, and a thickness of the interlayer insulating film is determined so that a total optical path length for light traveling through the transmissive region is substantially equal to that for light traveling through the reflective region.

4. The semi-transmissive display apparatus of claim 3, wherein the interlayer insulating film is made of a resin.

5. The semi-transmissive display apparatus of claim 2, wherein the reflective plate is electrically connected to neither the switching device nor the transparent electrode.

6. The semi-transmissive display apparatus of claim 2, wherein:

the switching device is provided farther away from the display layer than the color filter; and

the transparent electrode is electrically connected to the switching device via a contact hole formed in the color filter.